CLAIMS

1	1.	In an investment guidance system, a method for rating assets, comprising:
2		receiving a request to rate a plurality of said assets;
3		providing two or more criteria associated with said assets
4	for a user to evaluate	; ;
5		receiving a relative weight of importance for said two or
6	more criteria based o	on the user's personal investment preferences; and
7		determining a rating for each asset based on the relative
8	weights assigned to s	said two or more criteria.
1	2.	The method of claim 1, further comprising ranking plurality of said assets
2	based on said rating.	
1	3.	The method of claim 2, further comprising providing a list of the ranked
2	assets.	
1	4.	The method of claim 1, wherein said criteria are measured by one or more
2	statistical parameters	
1	5.	The method of claim 2, further comprising:
2		receiving a request to execute a trade for one or more of the
3	ranked assets; and	
4		executing said trade for one or more of the ranked assets.
1	6.	
		The method of claim 1, wherein said assets are mutual funds.
1	7.	The method of claim 1, wherein said assets are stocks.

1		8.	The method of claim 1, wherein said assets are bonds.
1		9.	The method of claim 1, wherein said assets are securities.
1		10.	The method of claim 1, wherein said assets are categorized by a class.
1		11.	The method of claim 10, wherein said asset class is at least one of U.S.
2	equities, inte	ernation	al equities, fixed income, or any sub-asset class thereof, real estate, precious
3	metals and c	ash.	
1		12.	The method of claim 1, wherein one of said criteria is tax efficiency.
1 1		13.	The method of claim 1, wherein one of said criteria is consistent returns.
1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		14.	The method of claim 1, wherein one of said criteria is stock/bond picking
<u>.</u> 2	ability.		
		15.	The method of claim 1, wherein one of said criteria is low risk.
1 1		16.	The method of claim 1, wherein one of said criteria is consistent
± 2 = 1	investment s	tyle.	
≟ 1		17.	The method of claim 1, wherein one of said criteria is low fees.
1		18.	The method of claim 1, further comprising providing an input mechanism
2	for receiving	the rela	tive weight of importance for said asset criteria.
1		19.	The method of claim 18, wherein one or more of the input mechanisms are
2	slider bars.		
1		20.	The method of claim 18, wherein one or more of the input mechanisms are
2	text boxes.		

1	21.	In an investment guidance system, a method for rating assets, comprising:
2		transmitting a request to rate a plurality of said assets;
3		receiving two or more criteria associated with said assets
4	for evaluation;	
5		transmitting a relative weight of importance for said two or
6	more criteria based o	on personal investment preferences; and
7		receiving a rating for each asset based on the relative
8	weights assigned to	said two or more criteria.
1	. 22.	The method of claim 21, further comprising receiving a ranking of the
2	plurality of said asse	ts based on said rating.
1	23.	The method of claim 22, further comprising transmitting a request to
2	execute a trade for or	ne or more of the ranked assets.
1	24.	The method of claim 21, further comprising using an input mechanism for
2	transmitting the relat	ive weight of importance for said asset criteria.
1	25.	The method of claim 24, wherein one or more of the input mechanisms are
2	graphical input device	ees.
1	26.	The method of claim 21, wherein said assets are mutual funds.
1	27.	The method of claim 21, wherein said assets are stocks.
1	28.	The method of claim 21, wherein said assets are bonds.
1	29.	The method of claim 21, wherein said assets are securities.

1	The method of claim 21, wherein said assets are categorized by a class.
1	31. The method of claim 30, wherein said asset class is at least one of U.S.
2	equities, international equities, fixed income, or any sub-asset class thereof, real estate, preciou
3	metals and cash.
1	32. In an investment guidance system, a method for providing financial
2	planning assistance, comprising:
3	receiving a financial goal from a user;
4	receiving one or more input decisions upon which the
<u>5</u>	probability of achieving said financial goal is dependent, wherein one of the input
7 6	decisions includes selecting an asset allocation based on investment risk;
5 6 7 8	determining the probability of achieving said financial
	goal;
9 10 11	receiving an indication that said user has selected a target
10	asset allocation investment plan in order to achieve said financial goal;
1	receiving a request to rate a plurality of assets within a
12	selected asset class;
13	providing two or more criteria associated with said assets
14	for said user to evaluate;
15	receiving a relative weight of importance for said two or
16	more criteria based on the user's personal investment preferences;
17	determining a rating for each asset based on the relative
18	weights assigned to said two or more criteria;

19	ranking plurality of said assets based on said rating;
20	receiving a request to execute a trade for one or more of the
21	ranked assets in order to fulfill said target asset allocation investment plan; and
22	executing said trade for one or more of the selected ranked
23	assets.
1	33. The method of claim 32, further comprising reallocating asset distribution
2	in a user's portfolio based on executed trades.
1	34. The method of claim 32, further comprising receiving additional requests
2	to execute said trade for one of the ranked assets in order to fulfill said target asset allocation
3	investment plan.
1	35. The method of claim 32, further comprising:
2	evaluating said target asset allocation investment plan
3	against one or more financial goals;
4	alerting the user if progress towards one or more financial
5	goals deviates substantially.
1	36. The method of claim 32, wherein said financial goal is a retirement
2	income goal.
1	37. The method of claim 32, wherein one of said input decisions upon which
2	the probability of achieving said financial goal is dependent is a 401(k) contribution rate.
1	38. The method of claim 32, wherein one of said input decisions upon which
2	the probability of achieving said financial goal is dependent is a taxable savings rate.

1	39.	The method of claim 32, wherein one of said input decisions upon which
2	the probability of acl	nieving said financial goal is dependent is the income required at retirement
1	40.	The method of claim 32, wherein one of said input decisions upon which
2	the probability of acl	nieving said financial goal is dependent is an anticipated retirement age.
1	41.	In an investment guidance system, a method for rating assets, comprising:
2		receiving a request to rate a plurality of said assets;
3		providing two or more criteria associated with said assets
4	for a user to evaluate	;
5 6 7 8		receiving a relative weight of importance for said two or
6	more criteria based o	n the user's personal investment preferences;
7		determining a rating for each asset based on the relative
. 0	weights assigned to s	aid two or more criteria;
1 9 1 10		ranking plurality of said assets based on said rating;
_10		receiving a request to execute a trade for one or more of the
11	ranked assets; and	
12		executing said trade for one or more of the ranked assets.
1	42.	An investment guidance system for rating assets for Internet users, said
2	system comprising:	
3		a memory for storing asset information;
4		a processor connected to said memory;
5		a transmitter connected to said processor to enable
6	processor to transmit	information to a user system by means of the Internet; and

7	a	receiver connected to said processor to allow said
8	processor to receive inf	formation from the user system by means of the Internet;
9	v	wherein said processor receives a request to rate a plurality
10	of said assets;	
11	v	wherein said processor transmits two or more criteria
12	associated with said ass	ets for a user to evaluate;
13	v	wherein said processor receives in connection with user
14	processors, a relative w	eight of importance for said two or more criteria based on
15	the user's personal inve	stment preferences; and
16	v	wherein said processor determines a rating for each asset
115 6 7	based on the relative we	eights assigned to said two or more criteria.
1	43. T	The system of claim 42, wherein said processor ranks plurality of said
<u> </u>	assets based on said rati	ng.
<u> </u>	44. T	The system of claim 43, wherein said processor provides a list of the
1 2	ranked assets.	
1	45. A	in investment guidance system for rating assets for Internet users, said
2	system comprising:	
3	a	memory for storing asset information;
4	a	processor connected to said memory;
5	a	transmitter connected to said processor to enable
6	processor to transmit int	formation from a user system by means of the Internet;
7	and	

8		a receiver connected to said processor to allow said
9	processor to receive i	nformation from the investment guidance system by means
10	of the Internet;	
11		wherein said processor transmits a request to rate a
12	plurality of said asset	s;
13		wherein said processor receives two or more criteria
14	associated with said a	assets for evaluation; and
15		wherein said processor receives a rating for each asset
16	based on the relative	weights assigned to said two or more criteria.
1	46.	The system of claim 45, wherein said processor receives a ranking of the
2	plurality of said asset	s based on said rating.
1	47.	The system of claim 45, wherein said processor transmits a request to
2	execute a trade for or	ne or more of the ranked assets.
1	48.	An investment guidance system for providing financial planning
2	assistance for Interne	t users, said system comprising:
3		a memory for storing asset information;
4		a processor connected to said memory;
5		a transmitter connected to said processor to enable
6	processor to transmit	information to a user system by means of the Internet; and
7		a receiver connected to said processor to allow said
8	processor to receive i	nformation from a user system by means of the Internet;

9	wherein said processor receives a financial goal from a
10	user;
11	wherein said processor receives one or more input
12	decisions upon which the probability of achieving said financial goal is
13	dependent, wherein one of the input decisions includes selecting an asset
14	allocation based on investment risk;
15	wherein said processor determines the probability of
16	achieving said financial goal;
17	wherein said processor receives an indication that said use
17 18 19	has selected a target asset allocation investment plan in order to achieve said
=	financial goal;
20 20	wherein said processor receives a request to rate a plurality
	of assets within a selected asset class;
21 22 23	wherein said processor provides two or more criteria
1 23	associated with said assets for said user to evaluate;
24	wherein said processor receives a relative weight of
25	importance for said two or more criteria based on the user's personal investment
26	preferences;
27	wherein said processor determines a rating for each asset
28	based on the relative weights assigned to said two or more criteria;
29	wherein said processor ranks plurality of said assets based
30	on said rating;

31		wherein said processor receives a request to execute a trade
32	for one or more of th	e ranked assets in order to fulfill said target asset allocation
33	investment plan; and	
34		wherein said processor executes said trade for one or more
35	of the selected ranked	d assets.
1	49.	A system for rating assets, comprising:
2		means for electronically receiving a request to rate a
3	plurality of said asset	ts;
4		means for electronically providing two or more criteria
5	associated with said a	assets for a user to evaluate;
6		means for electronically receiving a relative weight of
7	importance for said to	wo or more criteria based on the user's personal investment
8	preferences; and	
9		means for electronically determining a rating for each asset
10	based on the relative	weights assigned to said two or more criteria.
1	50.	A system for rating assets, comprising:
2		means for electronically transmitting a request to rate a
3	plurality of said asset	ts;
4		means for electronically receiving two or more criteria
5	associated with said	assets for evaluation;

6		means for electronically transmitting a relative weight of
7	importance for said t	wo or more criteria based on personal investment
8	preferences; and	
9		means for electronically receiving a rating for each asset
10	based on the relative	weights assigned to said two or more criteria.
1	51.	An investment guidance system for rating assets, comprising:
2		means for receiving a request to rate a plurality of said
3	assets;	
4		means for providing two or more criteria associated with
4 5 5 6 7	said assets for a user	to evaluate;
6		means for receiving a relative weight of importance for said
1 7	two or more criteria	based on the user's personal investment preferences; and
3 8		means for determining a rating for each asset based on the
- - - -	relative weights assign	gned to said two or more criteria.
9	52.	The system of claim 51, further comprising means for ranking plurality of
2	said assets based on said rating.	
1	53.	The system of claim 52, further comprising means for providing a list of
2	the ranked assets.	
1	54.	The system of claim 51, wherein said criteria are measured by one or more
2	statistical parameters	3.
1	-	
1	55.	The system of claim 51, further comprising:

2		means for receiving a request to execute a trade for one or
3	more of the ranked as	ssets; and
4		means for executing said trade for one or more of the
5	ranked assets.	
1	56.	The system of claim 51, wherein said assets are mutual funds.
1	57.	The system of claim 51, wherein said assets are stocks.
1	58.	The system of claim 51, wherein said assets are bonds.
1	59.	The system of claim 51, wherein said assets are securities.
1	60.	The system of claim 51, wherein said assets are categorized by a class.
1	61.	The system of claim 51, wherein said asset class is at least one of U.S.
2	equities, internationa	l equities, fixed income, or any sub-asset class thereof, real estate, precious
3	metals and cash.	
1	62.	The system of claim 51, wherein one of said criteria is tax efficiency.
1	63.	The system of claim 51, wherein one of said criteria is consistent returns.
1	64.	The system of claim 51, wherein one of said criteria is stock/bond picking
2	ability.	
1	65.	The system of claim 51, wherein one of said criteria is low risk.
1	66.	The system of claim 51, wherein one of said criteria is consistent
2	investment style.	
1	67.	The system of claim 51, wherein one of said criteria is low fees.

1	(68.	The system of claim 51, further comprising providing an input mechanism
2	for receiving th	e relati	ve weight of importance for said asset criteria.
1		69.	The system of claim 68, wherein one or more of the input mechanisms are
2	slider bars.		
1	,	70.	The system of claim 68, wherein one or more of the input mechanisms are
2	text boxes.		
1	,	71.	An investment guidance system for rating assets, comprising:
2			means for transmitting a request to rate a plurality of said
3	assets;		
4			means for receiving two or more criteria associated with
5	said assets for e	evaluati	ion;
6			means for transmitting a relative weight of importance for
7	said two or mor	re crite	ria based on personal investment preferences; and
8			means for receiving a rating for each asset based on the
9	relative weights	s assigr	ned to said two or more criteria.
1	,	72.	The system of claim 71, further comprising means for receiving a ranking
2	of the plurality	of said	assets based on said rating.
1	,	73.	The system of claim 72, further comprising means for transmitting a
2	request to execu	ute a tra	ade for one or more of the ranked assets.
1	,	74.	The system of claim 71, further comprising using an input mechanism for
2	transmitting the	e relativ	ve weight of importance for said asset criteria.

1	75.	The system of claim 74, wherein one or more of the input mechanisms are
2	graphical input device	es.
1	76.	The system of claim 71, wherein said assets are mutual funds.
1	77.	The system of claim 71, wherein said assets are securities.
1	78.	An investment guidance system for providing financial planning
2	assistance, comprisir	ıg:
3		means for receiving a financial goal from a user;
4		means for receiving one or more input decisions upon
5 5 6	which the probability	of achieving said financial goal is dependent, wherein one
	of the input decision	s includes selecting an asset allocation based on investment
<u>1</u> 7	risk;	
8 4 9		means for determining the probability of achieving said
9	financial goal;	
10		means for receiving an indication that said user has selected
11	a target asset allocati	on investment plan in order to achieve said financial goal;
12		means for receiving a request to rate a plurality of assets
13	within a selected ass	et class;
14		means for providing two or more criteria associated with
15	said assets for said u	ser to evaluate;
16		means for receiving a relative weight of importance for said
17	two or more criteria	based on the user's personal investment preferences;

18		means for determining a rating for each asset based on the
19	relative weights assig	gned to said two or more criteria;
20		means for ranking plurality of said assets based on said
21	rating;	
22		means for receiving a request to execute a trade for one or
23	more of the ranked a	ssets in order to fulfill said target asset allocation investment
24	plan; and	
25		means for executing said trade for one or more of the
26	selected ranked asset	ts.
26 1	79.	The system of claim 78, further comprising means for reallocating asset
1 2	distribution in a user	's portfolio based on executed trades.
¹ 1	80.	The system of claim 78, further comprising means for receiving additional
2	requests to execute s	said trade for one of the ranked assets in order to fulfill said target asset
3	allocation investmen	nt plan.
1	81.	The system of claim 78, further comprising:
2		means for evaluating said target asset allocation investment
3	plan against one or i	more financial goals;
4		means for alerting the user if progress towards one or more
5	financial goals devia	ates substantially.
1	82.	The system of claim 78, wherein said financial goal is a retirement income
2	goal.	

I	83.	The system of claim /8, wherein one of said input decisions upon which
2	the probability of acl	nieving said financial goal is dependent is a 401(k) contribution rate.
1	84.	The system of claim 78, wherein one of said input decisions upon which
2	the probability of acl	nieving said financial goal is dependent is a taxable savings rate.
1	85.	The system of claim 78, wherein one of said input decisions upon which
2	the probability of acl	nieving said financial goal is dependent is the income required at retirement
1	86.	The system of claim 78, wherein one of said input decisions upon which
2	the probability of acl	hieving said financial goal is dependent is an anticipated retirement age.
1	87.	An investment guidance system for rating assets, comprising:
2		means for receiving a request to rate a plurality of said
3	assets;	
4		means for providing two or more criteria associated with
± 5	said assets for a user	to evaluate;
6		means for receiving a relative weight of importance for said
7	two or more criteria	based on the user's personal investment preferences;
8		means for determining a rating for each asset based on the
9	relative weights assi	gned to said two or more criteria;
10		means for ranking plurality of said assets based on said
11	rating;	
12		means for receiving a request to execute a trade for one or
13	more of the ranked a	assets; and

14		means for executing said trade for one or more of the
15	ranked assets.	
1	88.	An investment guidance system for rating assets, comprising:
2		a storage device storing a program;
3		a processor in communication with the storage device, the
4	processor operative v	with the program to:
5		receive a request to rate a plurality of said assets;
6		provide two or more criteria associated with said assets for
7	a user to evaluate;	
8		receive a relative weight of importance for said two or
9	more criteria based o	on the user's personal investment preferences; and
10		determine a rating for each asset based on the relative
11	weights assigned to	said two or more criteria.
1	89.	An investment guidance system for rating assets, comprising
2		a storage device storing a program;
3		a processor in communication with the storage device, the
4	processor operative	with the program to:
5		transmit a request to rate a plurality of said assets;
6		receive two or more criteria associated with said assets for
7	evaluation;	
8		transmit a relative weight of importance for said two or
9	more criteria based of	on personal investment preferences; and

10		receive a rating for each asset based on the relative weights
11	assigned to said two	or more criteria.
1	90.	An investment guidance system for providing financial planning
2	assistance, comprising	g:
3		a storage device storing a program;
4		a processor in communication with the storage device, the
5	processor operative w	with the program to:
6		receive a financial goal from a user;
1 7		receive one or more input decisions upon which the
8	probability of achievi	ng said financial goal is dependent, wherein one of the input
8 9 9 10 mg/mg/mg/mg/mg/mg/mg/mg/mg/mg/mg/mg/mg/m	decisions includes sel	ecting an asset allocation based on investment risk;
10		determine the probability of achieving said financial goal;
111 111		receive an indication that said user has selected a target
112 12	asset allocation invest	tment plan in order to achieve said financial goal;
13		receive a request to rate a plurality of assets within a
14	selected asset class;	
15		provide two or more criteria associated with said assets for
16	said user to evaluate;	
17		receive a relative weight of importance for said two or
18	more criteria based or	n the user's personal investment preferences;
19		determine a rating for each asset based on the relative
20	weights assigned to s	aid two or more criteria;

21		rank plurality of said assets based on said rating;
22		receive a request to execute a trade for one or more of the
23	ranked assets in order	r to fulfill said target asset allocation investment plan; and
24		execute said trade for one or more of the selected ranked
25	assets.	
1	91.	An investment guidance system for rating assets, comprising:
2		a storage device storing a program;
3		a processor in communication with the storage device, the
4	processor operative v	vith the program to:
5		receive a request to rate a plurality of said assets;
6		provide two or more criteria associated with said assets for
7	a user to evaluate;	
8		receive a relative weight of importance for said two or
9	more criteria based o	n the user's personal investment preferences;
10		determine a rating for each asset based on the relative
11	weights assigned to s	aid two or more criteria;
12		rank plurality of said assets based on said rating;
13		receive a request to execute a trade for one or more of the
14	ranked assets; and	
15		execute said trade for one or more of the selected ranked
16	accets	

1	92. A computer readable medium having computer executable software code
2	stored thereon, the code for rating assets, comprising:
3	code to receive a request to rate a plurality of said assets;
4	code to provide two or more criteria associated with said
5	assets for a user to evaluate;
6	code to receive a relative weight of importance for said two
7	or more criteria based on the user's personal investment preferences; and
8	code to determine a rating for each asset based on the
9	relative weights assigned to said two or more criteria.
1	93. A computer readable medium having computer executable software code
2	stored thereon, the code for rating assets, comprising:
3	code to receive a financial goal from a user;
4	code to receive one or more input decisions upon which the
5	probability of achieving said financial goal is dependent, wherein one of the input
6	decisions includes selecting an asset allocation based on investment risk;
7	code to determine the probability of achieving said
8	financial goal;
9	code to receive an indication that said user has selected a
10	target asset allocation investment plan in order to achieve said financial goal;
11	code to receive a request to rate a plurality of assets within
12	a selected asset class;

13	code to provide two or more criteria associated with said
14	assets for said user to evaluate;
15	code to receive a relative weight of importance for said two
16	or more criteria based on the user's personal investment preferences;
17	code to determine a rating for each asset based on the
18	relative weights assigned to said two or more criteria;
19	code to rank plurality of said assets based on said rating;
20	code to receive a request to execute a trade for one or more
_21	of the ranked assets in order to fulfill said target asset allocation investment plan;
21 22 23 24	and
23	code to execute said trade for one or more of the selected
24	ranked assets.
1	94. A computer readable medium having computer executable software code
1 	stored thereon, the code for rating assets, comprising:
3	code to receive a request to rate a plurality of said assets;
4	code to provide two or more criteria associated with said
5	assets for a user to evaluate;
6	code to receive a relative weight of importance for said two
7	or more criteria based on the user's personal investment preferences;
8	code to determine a rating for each asset based on the
9	relative weights assigned to said two or more criteria;
10	code to rank plurality of said assets based on said rating;

11		code to receive a request to execute a trade for one or more
12	of the ranked assets;	and
13		code to execute said trade for one or more of the selected
14	ranked assets.	
1	95.	An article of manufacture for causing a computer to rate assets,
2	comprising:	
3		means for causing a computer to receive a request to rate a
4	plurality of said asset	es;
5		means for causing a computer to provide two or more
6	criteria associated wi	th said assets for a user to evaluate;
7 		means for causing a computer to receive a relative weight
<u>.</u> 8	of importance for sai	d two or more criteria based on the user's personal
9	investment preference	es; and
10 11		means for causing a computer to determine a rating for
11	each asset based on t	he relative weights assigned to said two or more criteria.
1	96.	An article of manufacture for causing a computer to rate assets,
2	comprising:	
3		means for causing a computer to receive a financial goal
4	from a user;	
5		means for causing a computer to receive one or more input
6	decisions upon which	h the probability of achieving said financial goal is

7	dependent, wherein one of the input decisions includes selecting an asset
8	allocation based on investment risk;
9	means for causing a computer to determine the probability
10	of achieving said financial goal;
11	means for causing a computer to receive an indication that
12	said user has selected a target asset allocation investment plan in order to achieve
13	said financial goal;
14	means for causing a computer to receive a request to rate a
15	plurality of assets within a selected asset class;
16	means for causing a computer to provide two or more
17	criteria associated with said assets for said user to evaluate;
18	means for causing a computer to receive a relative weight
19	of importance for said two or more criteria based on the user's personal
20	investment preferences;
21	means for causing a computer to determine a rating for
22	each asset based on the relative weights assigned to said two or more criteria;
23	means for causing a computer to rank plurality of said
24	assets based on said rating;
25	means for causing a computer to receive a request to
26	execute a trade for one or more of the ranked assets in order to fulfill said target
27	asset allocation investment plan; and
28	means for causing a computer to execute said trade for one
29	or more of the selected ranked assets.

1	97. A computer readable medium having computer executable software code
2	stored thereon, the code for rating assets, comprising:
3	means for causing a computer to receive a request to rate a
4	plurality of said assets;
5	means for causing a computer to provide two or more
6	criteria associated with said assets for a user to evaluate;
7	means for causing a computer to receive a relative weight
8	of importance for said two or more criteria based on the user's personal
9	investment preferences;
10	means for causing a computer to determine a rating for
11 12	each asset based on the relative weights assigned to said two or more criteria;
<u>1</u> 12	means for causing a computer to rank plurality of said
13	assets based on said rating;
14 15	means for causing a computer to receive a request to
15	execute a trade for one or more of the ranked assets; and
16	means for causing a computer to execute said trade for one
17	or more of the selected ranked assets.
1	98. In an investment guidance system, a method for rating data, comprising:
2	receiving a request to rate a plurality of said data;
3	providing two or more criteria associated with said data for
4	a user to evaluate;

5		receiving a relative weight of importance for said two or
6	more criteria based on	the user's personal preferences; and
7		determining a rating for each data based on the relative
8	weights assigned to sa	id two or more criteria.
1	99.	The method of claim 98, further comprising ranking plurality of said data
2	based on said rating.	
1	100.	The method of claim 98, further comprising providing a list of the ranked
2	data.	
1	101.	The method of claim 98, further comprising receiving a request to
2	purchase one or more	of the ranked data.
1	102.	The method of claim 98, wherein data includes at least one of wine,
2	vacation spots, airline	carriers, hotel chains and diamonds.
1	103.	A system for rating data for Internet users, said system comprising:
2		a memory for storing said data information;
3		a processor connected to said memory;
4		a transmitter connected to said processor to enable
5	processor to transmit i	nformation to a user system by means of the Internet; and
6		a receiver connected to said processor to allow said
7	processor to receive in	aformation from a user system by means of the Internet;
8		wherein said processor receives a request to rate a plurality
9	of said data;	

10		wherein said processor transmits two or more criteria	
11	associated with said data for a user to evaluate;		
12		wherein said processor receives in connection with user	
13	processors, a relative	e weight of importance for said two or more criteria based on	
14	the user's personal preferences; and		
15		wherein said processor determines a rating for each data	
16	based on the relative weights assigned to said two or more criteria.		
1	104.	The system of claim 103, wherein said processor ranks a plurality of said	
2	data based on said rating.		
1	105.	The system of claim 103, wherein said processor provides a list of the	
2	ranked data.		
1	106.	In an investment guidance system, a method of determining a probability	
2	of achieving a financial goal, said method comprising:		
3		receiving said financial goal from a user;	
4		receiving one or more input decisions upon which the	
5	probability of achieving said financial goal is dependent; and		
6		determining the probability of achieving said financial goal	
7	by utilizing a parame	etric lognormal model.	
1	107.	The method of claim 106, wherein said parametric lognormal model	
2	incorporates a total t	ime horizon, which is the sum of independently calculated time weighted	
3	horizons for a period	of cash inflows and a period of cash outflows.	

- 1 108. The method of claim 107, wherein said time weighted horizon of the cash
- 2 inflows is calculated using the following modified duration formula:
- 3 Time Weighted Horizon (Inflows) = $\sum_{i=1}^{n} \frac{t \times PVCF_{i}}{k \times PVTCF} \div (1 + Yield / k)$
- 4 where,
- 5 k is the number of cash flows per year;
- 6 n is the number of periods;
- 7 t is the period in which the cash flow is expected to be received;
- 8 PVCF_t is the present value of the cash flow in period t discounted at yield-to-maturity;
- 9 PVTCF is the total present value of the cash flow; and
 - Yield is equal to the internal rate of return used to calculate the present value of the cash flows.
 - 109. The method of claim 107, wherein said time weighted horizon of the cash outflows is calculated using the following modified duration formula:
- 3 Time Weighted Horizon (Outflows) = $\sum_{i=1}^{n} \frac{t \times PVCF_{t}}{k \times PVTCF} \times (1 + Yield / k)$
- 4 where,
- 5 k is the number of cash flows per year;
- 6 n is the number of periods;
- 7 t is the period in which the cash flow is expected to be received;
- 8 PVCF_t is the present value of the cash flow in period t discounted at yield-to-maturity;
- 9 PVTCF is the total present value of the cash flow; and

10	Yield is equal to the internal rate of return used to calculate the present value of the case	
11	flows.	
1	110. The method of claim 106, wherein the financial goal is a retirement	
2	income goal.	
1	111. The method of claim 107, wherein the total time horizon for a retirement	
2	income goal is the sum of the independently calculated time horizons for a pre-retirement	
3	savings period and a post-retirement spending period.	
1	112. The method of claim 106, wherein the total time horizon is used to	

112. The method of claim 106, wherein the total time horizon is used to calculate a Z-score, which in turn is used to calculate said probability of meeting the retirement goal.